

# Our First Anniversary

213 West  
Tuscarawas St.

**THE BULLOCK COMPANY**

Courtland Hotel  
Building

The new Cloak house which is setting a high standard in the cloak trade, and fast becoming recognized as Canton's leading garment store. To fittingly commemorate our First Anniversary we have far several weeks planned to celebrate the beginning of our second business year at our present location. The foreign and domestic garment centers have been searched for up-to-date and popular styles of wearing apparel to show the ladies and misses of Canton and vicinity the greatest style show they have ever had the opportunity to attend. In our large show windows can be seen a wonderful display of Embroideries, Linen Suits and Dresses, fluffy lace trimmed lawns—in fact everything from the simple wash dress to the most elaborate wedding gowns. We will also have a

## Special Display Graduation and Wedding Gowns



HEADQUARTERS OF THE BULLOCK CO., CLEVELAND, OHIO.

One year ago THE BULLOCK CO. opened their doors to the Cloak buying public of Canton, selecting the present location, 213 West Tuscarawas street in the Courtland Hotel Building. This enterprising firm from the start was recognized as a strong competitor for popular favor of the vast shopping public in a operating stores outside of Canton, and handling immense quantities of merchandise, buying and selling for cash this store in a potent factor in the commercial progress of the city. We occupy an imposing and beautiful salesroom, stocked with up-to-date garments of superior quality, excellently distributed, and arranged in a way that at first glance strongly impresses itself upon the shopping public. Thursday we enter upon our second year. The progress of merchandising has been along original and daring lines. We have amplified the Friday Bargain Day idea, and imbued it with electrical activity. We now have a host of imitators. Our advertising is eagerly watched. We have tried to make it worthy your attention. Multitudes have responded. Customers have proven that when we advertise special attractions we do as we advertise. To fittingly celebrate our first anniversary we have greatly reduced the prices of our May Reduction Sale and

### FOR 10 DAYS WE WILL OFFER COUNTLESS BARGAINS.

FIRST ANNIVERSARY SALE REDUCTIONS ON FANCY LINENS and LAWN DRESSES

### For Graduation and Street Wear.

Point d'Esprit and Fancy White \$15  
Dresses, reduced from \$30 & \$22.50 to  
White Lingerie Dresses, regular \$10  
\$15 value, reduced to  
Included in this lot are at least half a  
dozen styles of the daintiest and prettiest  
Wash Dresses that feminine women ever  
raved over, impossible to describe but  
exclusive and very cheap at \$10  
Hand Embroidered Lingerie  
Gowns, regular \$25 value.....  
Lace and Embroidered.....  
Trimmed Lawn Dresses.....  
Made of plain white lawns and in fig-  
ured organdies. The skirts are full, circular,  
flounce scalloped over hip to prevent sag-  
ging, trimmed with lace insertions; the

waists with solid yokes or lace or em-  
broidery, long or short sleeves.  
Beautiful Lace Trimmed.....\$8.75  
Several dainty and pretty styles to se-  
lect from. The prediction that 1906 would  
be the banner white season in the histo-  
ry of the cloak business is already made  
good. Anticipate your wants on these  
pretty, dainty dresses; they will be scarce  
goods later at regular prices.  
Lace and Mollalieu Trimmed.....  
Linen Eton Coat Suits.....\$9.98  
Exact copies of imported models, that  
cost three times the amount asked for  
this suit.

Tailored Linen Eton Suits.....\$5  
Strictly Man-Tailored, Plain White Lin-  
en Suits, skirts very full circular, scalloped  
over hip, jackets very natty and styl-  
ish, made of excellent quality shrank  
Linen. This suit would be cheap at \$8.50;  
for First Anniversary Sale, \$5.00.  
Hand Embroidered Princess  
Gowns of Linen and Lingerie.....\$25  
Dainty, new, very stylish for wedding or  
graduation dress. Garments of similar  
material and workmanship are sold in  
Canton at \$29 and \$35. First Anniver-  
sary Sale, \$25.

### 1st Anniversary Sale Reductions on Eton Suits.

FORMER REDUCTION SALE PRICES FURTHER REDUCED.

\$15 and \$17.50 Eton Suits  
for Anniversary Sale.....\$9.98  
Among this wonderful lot of Eton  
suits are a few fitted jackets and pony  
coat suits. They are made of plain  
Panama in staple colors, and import-  
ed mixtures in excellent shades of  
gray. The workmanship and finish is  
high class. These beautiful suits are  
sacrificed for our First Anniversary sale

Chiffon Panama Eton Suits.....\$16.98  
formerly \$30 to \$40.....  
This sensational reduction is presented  
to you just when you know that fashion  
has accepted these suits as the correct  
thing to wear, and you are sure of secur-  
ing something of which you may be  
proud for the whole season. The mate-  
rial is of plain Panama, in Alice blue,  
rose, gray, navy black, rose, green or  
exclusive gray mixtures. Silk lined Eton  
jackets, correct style skirts, suits in  
this collection have sold up to \$40; for  
First Anniversary Sale, \$16.98.

Choice of Imported Model Suits.....\$25  
formerly priced \$40 to \$75.....  
The pick of imported models and copied  
by New York's most celebrated garment  
makers, every one has the latest touch  
of exclusiveness that cannot be imitat-  
ed by second-rate tailors. Shown in all  
of the newest of the high colored mate-  
rials popular this season—rose, green,  
Alice blue, gray, lavender, navy or black  
—silk lined jackets with silk girdles or  
semi-princess girle effects. Skirts very  
full pleated circular.

### Children's Coats Reduced

FOR THE FIRST ANNIVERSARY SALE.

Red and Navy Serge Coats, sizes 6 to 15 years.....\$2.95  
Jaunty little box coats for children. Made of good quality  
serge, collars and cuffs of plain or contrasting shades.  
Fancy Mixture Coats, sizes 6 to 14 years.....\$3.95  
Made of high grade all-wool mixture material, fancy collars  
and cuffs. Emblems on sleeve belted or plain box back.  
Misses' and Children's Serge and Fancy Worsted Coats.....\$5  
Several hundred coats in this assortment and have sold at  
\$5.75, \$6.75 and \$7.50; for First Anniversary sale, choice \$5.

### Ladies' and Misses' Box Coats

Reduced for First Anniversary Sale.

Tan Covert Box Coats Reduced to.....\$3.95  
24-inch box coats, braid trimmed collars and cuffs, a regular  
\$5.75 value, \$3.95.  
English Box Coats, Very Mannish and Stylish.....\$5.00  
Long Box Coats, Imported Mixture Materials.....\$6.95  
In this lot are included all 48 and 50 inch coats that have  
sold in the regular way at \$10 and \$12.50; for First Anni-  
versary sale, \$6.95.

### FIRST ANNIVERSARY SALE SHIRT WAISTS—ITEMS OF EXCEPTIONAL INTEREST—TREMENDOUS REDUCTIONS.

SALE OF SILK PETTICOATS.  
Reduced from \$5.00  
and \$5.75 to.....\$3.98  
New Plaid Taffeta Silk  
Petticoats.....\$5.00  
Regular \$8.75 value; colors or black  
and white.

\$15 Silk Shirt Waist Suits.....\$7.95  
reduced to.....  
They are correct in style, beautiful  
in coloring, the handsomest Silk Suit  
outside New York city. The First An-  
niversary sale price, \$7.95, should sell  
them quick.

Sale of All-Wool Skirts.....\$2.95  
reduced from \$5 to.....  
Made in hard finished Panama Mix-  
tures, oxford gray, navy, brown, olive,  
extra wide—full models in excellent  
styles; cheap at \$5.00. Wonderful  
bargain for First Anniversary sale at  
\$2.95.

Fine Lawn and Silk Waists,  
broken lots and  
samples.....\$2.95  
They have sold in the regu-  
lar way at \$3.95, \$4.50 and \$5.00.  
Dainty, pretty waists, but not  
in complete range of sizes. A  
wonderful bargain if you can  
get your size; for First Anni-  
versary Sale, choice \$2.95.  
Great Sale of Waists.....79c  
at 60c on the dollar.  
Special attention is called to  
this great sale of Fine Lawn  
Waists. We bought nearly 10-  
000 of them at 60c on the dollar.  
We have sold several thousand,  
but the assortment still re-  
mains unbroken. They are  
worth \$1.50, \$1.75 to \$2.00 each.  
You can buy "THREE FOR

THE PRICE OF ONE."  
Choice of Lawn Lingerie  
and Lace.....\$5.00  
Waists.....  
Former prices \$6.50, \$7.50, \$8.75  
and \$10.00.  
Waists of all-over eyelet em-  
broidery, hand embroidered lin-  
en and lingerie. Waists of  
solid embroidery front, back  
and sleeves. Fine lace waists,  
over silk. Your choice of the  
finest, daintiest and best fit-  
ting waists in America at the  
price of \$5.00. Choice of Fine  
Waists, former prices  
\$2.50, \$3, \$3.50.....\$1.95  
Several hundred of pretty  
Lawn and Lingerie Shirt  
Waists, lace or embroidered  
trimmed, long and short

sleeves; for First Anniversary  
Sale, choice \$3.95.  
Specials in Trimmed  
Regular \$4 and \$5  
Trimmed Hats.....\$2.95  
Newest Ideas in Flower Trim-  
med Hats, including an im-  
portant coloring.  
Flower Trimmed Pana-  
mas and Neapolitans.....\$5.00  
The season's greatest success  
in all latest shades of light  
gray, Alice blue, rose, natural  
colored Panama, white and  
black. Trimmed with flowers  
and peacock feathers.  
Raincoats and  
Auto Coats.....\$4.89  
Former \$10 values. Dustproof  
coats that are absolutely rain-  
proof. Just the thing for street

wear or for automobile wear.  
Silk Eton Jackets.....\$4.89  
Reduced to.....  
Taffeta Silk Eton  
Jackets.....\$6.95  
Former price \$8.75.  
Taffeta Silk Eton.....\$7.95  
Jackets.....  
Formerly \$10, \$12, \$12.50.  
Pitted Covert  
Jackets.....\$3.45  
Regular \$5 value.  
Hard Finished Covert Jackets,  
Satin lined and  
well tailored.....\$4.89  
Imported Covert Cloth Jackets.  
All regular \$8.75 and  
\$10 Coats.....\$6.95

ALTERATIONS FREE During our First Anniversary Sale expert tailored alterations free are in-  
cluded in these greatly reduced prices same as if original prices were being paid. EVERY SUIT  
GARMENT IS GUARANTEED A PERFECT FIT, and the alterations are made by  
the same high class tailors as in the shops that charge you \$3 to \$10 for alterations.